



MARKETING OF TOURISM: ROLES AND RESPONSIBILITIES OF TOURISM DEPARTMENT

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ABSTRACT

Tourism is one of the largest sources of economic activity in the world, travel and tourism generates economic activity worldwide. The industry also provides millions of jobs direct & indirect. Tourism is not only one of the world's largest, but also one of its fastest growing industries. The importance of tourism & the entry of many new tourist destinations into the market have forced many countries all over the world to go for promoting tourist places in their respective countries. Tourism marketing refers to the organized, combined efforts of the national, tourist bodies & or the business in the tourism sector of international, national or local area to achieve growth in tourism by maximizing the satisfaction of tourists. The promotion of tourism also requires the usage of marketing mix. Promotions are activities like advertising, personal selling & sales promotion which communicate the merits of the product & persuade target customers to buy it. Subsequently, the Government of India established "the Industrial Finance Corporation of India", as the first development financial institution in the country to later to the long term finance needs of the industrial sector. Subsequently, the Government of India in its pursuit to provide financial assistance to tourism related activities with an idea if tourism finance corporation of India Ltd. This paper briefly explains about the human resource problems faced by the tourism Industry in India and the writer propose a tourism training strategy model for enhancing employability in India. Capacity building to increase awareness, value & skills for creation, development & implementation of sustainable tourism projects has become very important today.

KEYWORDS: Tourism Marketing, promotions, advertising, Tourism, Training, Financial Institutions, Strategy.

INTRODUCTION:

Marketing means achieving the firms goals by identifying the needs and desires of consumers and then satisfying them better than competitors- Tourism Marketing is the application of marketing concepts in the travel and tourism industry - Tourism Marketing could be complex due to the product being an amalgam of many different industries such as accommodation and transportation – the markets also vary widely and determining the consumers preferences could be difficult. The tourism product is the sum of all the factors in an area that can result in consumer satisfaction.

Tourism marketing and promotion is considered essential for successful tourism development. The tourism traffic, both domestic and international, for various purposes like pleasure, environmental change, and religious/spiritual purpose has increased significantly during recent times. Accordingly, there has been a phenomenal rise in the academic research activities on the marketing aspects of tourism also. Many authors have invariably analyzed the psychographic and demographic profiles of tourists and their perception about the performance of various tourism services.

Tourism destination marketing has been considered vital in the changing competitive marketing environment. Synthesis of different marketing models and relationship between marketing and planning of destinations and their conflicting and symbiotic relationship was focused. Gallarza et al. (2002) focused on concept and measurement of destination image. The study also proposed a conceptual model of tourist destination image within intra disciplinary marketing perspective. The authors also highlighted the need to use micro and macro data to analyze tourist attractiveness.

Tourism has emerged as an important socioeconomic activity. It is an important international industry and leading economic driver of the 21st century service sector. Human Resource Development (HRD) is central to the sustainability-oriented tourism development initiative. It has been observed that over the years, there has been a change in the demand and supply pattern of human in favour of more educated and specialized personnel. In the current global work environment, all global companies are focused on retaining the talent and knowledge held by the workforce. All companies are focused on lowering the employee turnover and preserving knowledge. HR departments also strive to offer benefits that will appeal to workers, thus reducing the risk with the help of HRD (Human Resource Development).

TOURISM POLICY:

A comprehensive tourism policy highlighting the importance of tourism and the objectives of tourism development for the country was promulgated by the Government in 1982. The policy envisaged developing many attractions in India for tourism through well-planned, well-defined and fully-integrated national programmes. It specified the responsibility for tourism development as a common endeavour of all agencies vitally concerned with tourism at central and state levels, including public and private sector enterprises: airlines, railways and road transport systems; municipal and local bodies as well as cultural and educational

institutions. It further provided an action plan based on a "travel circuit" concept to maximize the benefits of tourism. The plan proposed to achieve intensive development of selected circuits, dispel the tendency of concentration in a few urban centers, encourage the diversification of tourist attractions and open economically-backward areas which have many tourist attractions.

Tourism was recognized as an industry by 1986 and became eligible for incentives and facilities, subsidies, priorities in the sanctioning of loans by state financial institutions and preferences in providing electricity, water and sewerage connections.

A National Action Plan for Tourism was drawn up in 1992 and it envisaged an increase in the percentage share of tourist arrivals in India from 0.4 to 1 percent of world arrivals within a period of five years. Employment in the tourism sector was also expected to double by the turn of the century. The basic strategy for increasing the tourist flow includes improvement of infrastructure facilities in identified circuits and destinations, development of special tourism areas, diversification of tourism products, development of pilgrim tourism and a package of incentives for attracting private investment to the tourism sector.

It is now being proposed to increase tourist arrivals to 5 million by the turn of the Karnataka state. This would mean substantial expansion of tourism infrastructure facilities like hotels, restaurants, tourist coaches, cars, air taxis, entertainment facilities and so forth. The strategy for achieving the state objective is to establish all inclusive "Special Tourism Areas" and undertake intensive infrastructure development for identified circuits and destinations.

INFRASTRUCTURE DEVELOPMENT SCHEMES:

Since most infrastructure elements and the delivery systems are within the purview of the state Governments or private sector, tourism infrastructure is being developed mainly with financial assistance to state and by providing various incentives to private entrepreneurs. Specific schemes for which financial assistance is provided to the States include the following:

(a) Construction schemes

- Forest lodges
- Tented accommodation
- Tourist complexes/tourist lodges
- Wayside amenities
- Mote 1sctafeterias/restaurants
- Tourist reception centers
- Pilgrim sheds/dormitories, etc. at pilgrimage centers
- Public conveniences

(b) Tourist transport

- Mini-buses, jeeps, elephants, etc. for wild life viewing
- Cruise boats, ferry launchers, etc. for water transport
- Tourist coaches in selected circuits
- Special tourist trains

The most frequent pattern of funding which has continued over successive plan periods is known as "normal funding". Under this pattern, the Central Department of Tourism meets almost the entire expenditure, except the cost of land and interior decoration in the case of construction projects. A new method of funding by way of grant-in aid towards projects was introduced during 1992-1993. In scheme, 28 percent of the project cost is provided by the central government and 12 percent is provided by the state government. The balance of 60 percent has to be raised as a loan from financial institutions or banks. This method of funding is applicable to projects requiring large investments. It is expected that the state governments would be able to mobilize more resources from financial institutions for investment in tourism projects through this method.

INCENTIVES TO PRIVATE ENTREPRENEURS.

Tourism-related activities have been declared as a priority sector for foreign investment. As a result, foreign equity participation in tourism projects is automatically allowed up to 51 percent, and higher percentages of foreign equity can be approved on case-by-case basis. Tourism industries are also eligible for a number of incentives, such as interest subsidy, income tax exemption, reduced customs duty, etc.

There are specific incentives being provided by the Central Department of Tourism. One specific incentive is for approved hotels up to the 3-star category and heritage hotels outside the four metro-cities which are eligible for an interest subsidy for loans from the Industrial Financial Corporation of India, Tourism Finance Corporation of India and State Financial Corporations. The rates of interest subsidy are (a) 5 percent for 1 to 3-star category hotels in areas identified for intensive development; (b) 5 percent for heritage hotels outside metropolitan areas; and (c) 3 percent for all other 1 to 3-star category hotels outside metropolitan areas.

In order to encourage the owners of heritage properties to convert palaces, forts, hovels, etc. of any size into heritage hotels, a capital subsidy scheme was introduced since May 1993. Under the scheme, a capital subsidy of 10 percent of the project cost or Rs. 500,000/- whichever is less, is available for developing any structure of 75 years or older as a heritage hotel. Domestic travel agents and tour operators are given assistance to develop markets abroad. Assistance is given for market research, promotional visits abroad, and so forth.

An Investment Facilitation Cell has been set up in the Department of Tourism to provide assistance to prospective entrepreneurs. The specific activities of cell are:

- (a) Formulation of national investment policies related to tourism industries;
- (b) Coordination and integration of state policies on tourism;
- (c) Prepare investment profiles for each state in collaboration with the respective state Government. Profile will include information on identified priority centres for tourism development, details of existing infrastructure, expected demand, availability of land and other support services, agencies to be contacted, etc.;
- (d) Regular interactions with prospective entrepreneurs both within the country and abroad to promote investment in tourism;
- (e) Establishing linkages with embassies and other institutions to highlight investment opportunities in tourism;
- (f) Process investment proposals received from both local foreign investors and obtain approvals and clearances from various agencies;
- (g) Assist entrepreneurs to get import licenses, finance, land, etc., by coordinating with the respective agencies and the state governments; and
- (h) Provide technical assistance wherever required.

THE INDIAN TOURISM PRODUCT:

India has spectacular natural and cultural tourist attractions and a rich cultural heritage that is over 5,000/- years old. There are thousands of monuments and archaeological remains for tourists to visit and enjoy. The remnants of one of the most ancient river valley civilizations of the world, the Indus Valley Civilization, are found in India.

'The Taj Mahal and 16 World Heritage centers' and several national heritage sites are located in India. The historical sites and ancient monuments have an architectural grandeur that makes them tourism attractions.

The topography, natural resources and climate are also diverse. There are landlocked mountainous regions, lush valleys and plains, arid desert regions, white sandy beaches and islands. India's cultural diversity is unparalleled, with a kaleidoscope of race, languages, religions, customs and traditions found throughout the country.

Indians have embraced almost all the major religions of the world and India itself has given rise to five religions: Hinduism, Buddhism, Jainism, Sikh and Tahir-i-illahi of Akbar. Showing hospitality to visitors is a national tradition. The life styles of Indian people are varied and display a cultural uniqueness. Local and national fairs and festivals are full of colour and spectacle.

India has some of the best beaches in the world and many are still unexplored, such as the Andaman and Lakshadweep Islands. Central India has many wild life sanctuaries with countless varieties of flora and fauna.

The geographical diversity of India provides opportunities for outdoor and adventure sports activities, with something for all tastes and interest and every level of experience. Major adventure tourism activities range from trekking and skiing in the Himalayas, river running along the Ganges, water sports in Goa, trout fishing in Himachal Pradesh and Uttar Pradesh, heli-skiing in Himachal Pradesh, and wind surfing, scuba diving and yachting in the Andaman and Lakshadweep Islands.

It has been said that there is a fair or festival each day of the year in India. Important fairs and festivals include the Pushkar Fair in Rajasthan, the Crafts Mela at Surajkund, Holi in North India, Pongal in Tamilnadu, Onam in Kerala, Baisakhi in Punjab, Bihu in Assam and dance festivals at Khajuraho and Mamallapuram. There are also many forms of handicrafts and arts. Bharatnatyam, Odissi, Kathakali, Mohiniattam are some of the most popular forms of classical dances which have their origins in various states. Every dance form has a precise vocabulary of emotions that are displayed by gestures that range from simple moves to complex choreography.

India is a treasure trove of handicrafts. Handicrafts from all over India can be found in shopping plazas and stores, on streets where shops sell specially goods, and local lairs setup overnight can offer exotic choices. Another delight found in India is the cuisine. Each region has its culinary specialty and the recipes are written with expertise and beautifully represented in extensive literature. Thousands of restaurants offer samples of exotic food to suit all tastes. The variety of architectural styles is vast and provides diverse chronicles of cultures and history.

ECONOMIC SIGNIFICANCE OF TOURISM

Travel and tourism have emerged as significant economic and social activities in the modern world with enormous economic impact. They are seen as a valuable means for economic development and employment creation, particularly in areas that are rural or less developed.

The most significant feature of the tourism industry in India is its capacity to generate large-scale employment opportunities. It offers the potential to utilize natural resources and add value to the local architectures and environments of many areas. However, a special feature of tourism is its ability to employ large numbers of women and young members of the workforce. Most job opportunities come from airlines, hotels, travel agencies, handicrafts and cultural and other tourism-related activities.

Some of the services required in the tourism and hotel industries are highly personalized, and no amount of automation can substitute for personal service providers. Human resource development in the tourism industry normally includes manpower training in two main areas: (1) the hospitality and catering sector and (2) the travel trade and tourism sector.

EFFECTIVENESS OF MARKETING SERVICES IN TOURISM:

In today's world, tourism has become one of the most important activities. In short words, we can describe tourism as the activity. When people travel to other places other than their residing environment for the purpose of relaxation or to get break from their normal environment. People in these days are travelling to fulfill their various needs like they are travelling for leisure, business, studies, adventure, pilgrimage & many more.

After getting Independence from Britishers, Government of India plays an important role in promoting tourism in India. Various marketing techniques were used by the government of India & Ministry of tourism board of India. Various Marketing techniques were used by the Government of India & ministry of tourism board of India. Marketing is the business of selling & promoting any products or services including public relations & advertising. In today marketing plays an important role in promoting & creating the brand image for products or destinations. Place in marketing is the place, where tourism products and services are offered to its customers.

In tourism, tourist destination places must be well equipped with infrastructure, hotels, restaurants and other public amenities. So, it is the responsibility of the marketers to give better service in such a way that, they have to deliver the values to its customers promotional activities in marketing are those activities which are used for creating awareness and providing information regarding that product destination to its target market.

METHODOLOGY:

The main objectives of its study are to know the effectiveness of those marketing techniques in Indian Tourism markets & how successful is ministry of tourism is providing services & facilities to its tourists.

AIMS & OBJECTIVES OF MARKETING IN TOURISM DEPARTMENT:

1. To promote responsible and community based tourism, so that, locals can enjoy increased Socio-economic benefits & improved environment.
2. To promote & ensure the respect & dignity of people in tourism, marketing and promotion of tourism.
3. To conduct market research & identify places and activities of touristic interest and use them in sustainable manner for tourism development.
4. To encourage proactive participation & involvement by all stakeholders including Government bodies, private sector, tourism organizations, local communities, etc
5. To seek help & assistance from the Government and Public sources for the promotion of responsible tourism.

HRD IN TOURISM INDUSTRY

Gupta (2003) mentions that tourism is major social phenomenon of the modern society with enormous consequences. Promotion of the tourism generates a plethora of both economic and social benefits, infrastructure development, and social integration. Tourism as an economic sector has challenges to meet the needs of trained and educated manpower for various facets of tourism management.

Ashraf and Pooja Mathur (2003) point out that there is an increasing demand of human resources who can plan, design, develop, manage, promote tourism or even train manpower to run agencies, to operate tours or even to act guides.

The customers are increasingly becoming more discriminatory and look for more quality services. Globalization has added a further dimension of awareness amongst the tourists. There is increased competition from all areas. A tourist expects to be guided on convenient travel, places of destinations to be visited, comforts, care, social customs practiced to avoid annoyance to the local population, availability of preferred food, use of scarce funds.

HRD has emerged as a major factor to determine competitive advantages for tourism industry. Trained right human resources enable to provide the right context to a tourist. The sub-system has role to create a resource of skilled, trained personnel for the range of tourism activity. Tourism requires trained human resources as managers on one side, and staff to carry out both front office and back office operations. Leaving aside some large organizations such as chains of hotels which can afford to set up their own training schools, it becomes the responsibility of the central regulators to create trained manpower.

New demands have emerged on tourism in this age of international traveler and interest. The trained manpower needs to be exposed and educated in understanding the management function, behavioral aspects of conduct and encounter, relationship management, comprehensive understanding of the human nature, knowledge about the unique demands of a customer coming from a foreign country, knowledge of IT, exposure to money transactions, handling of grievances and professionalism.

A capable HR manager in tourism is instrumental to implement the central policy, create a climate of trust, and openness through his professional conduct. Apparently when such trained manpower is available, there is also going to be an impact on policy making. Professional advice would now improve the quality of such policies.

HRD IN TOURISM: A ROLE FOR GOVERNMENT

Government should be better to make good country then tourism come there and look beauty and charming there. When tourism goes back to their country then they say another people about beauty, charming and lover's people. Government gets credit of our people and tourism. Business is better than before. The Ministry of Tourism is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. This Ministry is headed by the Union Minister for Tourism and supported by Minister of State for Tourism.

The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism {now merged with the office of Secretary (Tourism)} provides executive directions for the implementation of various policies and programmes. Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one sub-ordinate office/project i.e., Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project. The overseas offices are primarily responsible for tourism promotion

and marketing in their respective areas and field offices in India are responsible for providing information service to tourists and to monitor the progress of field projects. The activities of IISM/GWSP have now been revived and various Ski and other courses are being conducted in the J&K valley. The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation and the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

CONSTRAINTS:

- The major constraint in the expansion of international tourist traffic to India is non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number.
- Poor visitor experience, particularly, due to adequate infrastructure facilities, poor hygienic conditions and incidents of touting and harassment of tourist in some places are factors that contribute to poor visitor experience.

ROLE AND FUNCTIONS OF THE MINISTRY OF TOURISM

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. The functions of the Ministry in this regard mainly consist of the following:

POLICIES OF GOVERNMENT INCLUDE:

- Development Policies.
- Incentives.
- External Assistance.
- Manpower Development.
- Promotion & Marketing.
- Investment Facilitation.
- Planning. Co-ordination with other Ministries, Departments, State/UT Governments. Regulation.
- Standards.
- Guidelines
- Infrastructure & Product Development.
- Guidelines
- Human Resource Development.
- Institutions.
- Setting Standards and Guidelines.
- Publicity & Marketing:
- Policy.
- Strategies.
- Co-ordination.
- Research, Analysis, Monitoring and Evaluation International Co-operation and External Assistance
- International Bodies.
- Bilateral Agreements.
- Foreign Technical Collaboration
- Legislation and Parliamentary Work Establishment matters.
- Vigilance matters.
- Implementation of official language policy.
- Budget co-ordination and related matters.
- Plan-coordination and monitoring.

OBJECTIVES: (HR)

1. To impart knowledge & develop skills oriented to the nature and needs of the Tourism Industry for present & future needs.
2. To develop an organizational culture in which Superiors sub-ordinate relationship, team work and co-ordination among different sub-units are strong & contribute to the organizational wealth, professional well-being, motivation & pride of the employees in Tourism Industry.
3. To assess the growth in productivity of Tourism Industry in India.
4. To prescribe a package of recommendations meant for the government & the tourism Industry both to make the industry more effective & viable.

METHODOLOGY: (HR)

It has been the endeavour of the author to make an empirical study, by analyzing and critically examining the relevant data collected from secondary sources like newspapers, journals, reports of WTO, ITDC & official publications of national & international tourism bodies including State & Central Government.

HYPOTHESIS: (HR)

1. It is premised that Tourism Industry cannot achieve its effectiveness with the help of HRD Philosophy & approach. The alternative hypothesis suggest that the tourism industry can achieve its effectiveness provided due care is taken to plan, develop and monitor HRD systems, keeping in view the organizational & industry requirements.
2. Tourism Industry in India has been developing in a lop-sided manner as a result of which it has failed to develop its proper organizational structure in which superior sub-ordinate relationship, co-ordination among different sub-units and team work has not become stronger. This has been adversely affecting the achievement of organizational goals.
3. People join organizations with certain motives like adequate pay, job security, career advancement and satisfaction of psychological & social needs. The management of Tourism Industry in India has not been paying due attention to these factors.
4. There has not been so encouraging the overall performance as regards higher productivity of Tourism industry in India.

SUGGESTIONS:

There is a need to increase the government's role in promoting India as a brand. Hence, we must have an open mind on alliances with other countries, which might help in adopting better promotion strategies, marketing services & packaging. Service quality in hotels, Airports, Railways stations etc., needs to be upgraded.

Although, Marketing & Advertising techniques are successful in creating & making the image and brand of India on the International level. Marketing tools plays an important role in promoting tourism on a international level. It's based on true ideologies & intensions yet India needs to improve the services & facilities in making the marketing of services & facilities in a better and in a relevant manner.

CONCLUSION:

The study reveals that the effectiveness of marketing services used in tourism by ministry of tourism & governance of India in promoting India. Ministry of tourism needs to take active steps regarding the monitoring of services provided by tour operators to its consumers.

The tourism industry faced with various challenges in the field of human resources, one of the crucial issues in this regard is the quality of manpower. It is the right time to accord the Status of tourism in priority due to increase in tourist arrivals & the socio-economic benefits of the tourism phenomenon. It is recommended that, the government of India should form a 'HRD Board,' which should encourage the researches upon increasing potentially of human resources. It should take many productive and aggressive steps for the promotion of HRD.

Tourism receipts are growing strong in Asia, contributing a considerable amount to GDP in many countries. As the region looks forward to the next century, the challenges of infrastructure development, environment protection policies and above all, the shortage of skilled manpower, both at craft and management level in the tourism industry, loom large. The need for trained and skilled staff is one of the most pressing issues facing the ASIA region at present. Each country has developed strategies at regional and national levels. These strategies must be implemented to alleviate the shortage of trained manpower for the tourism industry. The Improvements of tourism industry with the help of HRD is possible along with the involvement of Government.

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